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Olliphant

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(54) **METHODS AND SYSTEMS FOR SETTING AND ENABLING IMAGES ON WEB PAGES**

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(51) **Int. Cl.**

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G06F 17/22	(2006.01)
G06Q 20/04	(2012.01)
G06Q 20/12	(2012.01)
G06Q 30/02	(2012.01)

(52) **U.S. Cl.**

CPC ***G06F 17/2247*** (2013.01); ***G06Q 20/04*** (2013.01); ***G06Q 20/12*** (2013.01); ***G06Q 30/02*** (2013.01)

(58) **Field of Classification Search**

USPC 705/14.4

See application file for complete search history.

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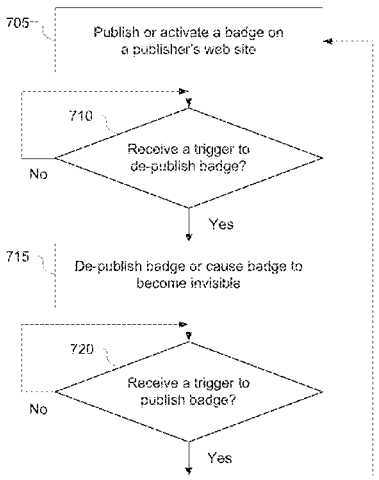
(57) **ABSTRACT**

Methods and systems for enabling images on a web page are provided. In example embodiments, a selection of an event external to a website of a publisher that will trigger display of an image that corresponds to the event is received. Information regarding a format for the image is received. Prior to the event occurring, code for the image to be displayed on a web page of the web site associated with the publisher is generated. The code is generated using the information regarding the format for the image. An indication of an occurrence of the event external to the web site is received. The code is triggered to display the image on the web page in response to the receiving the indication of the occurrence of the event.

20 Claims, 11 Drawing Sheets



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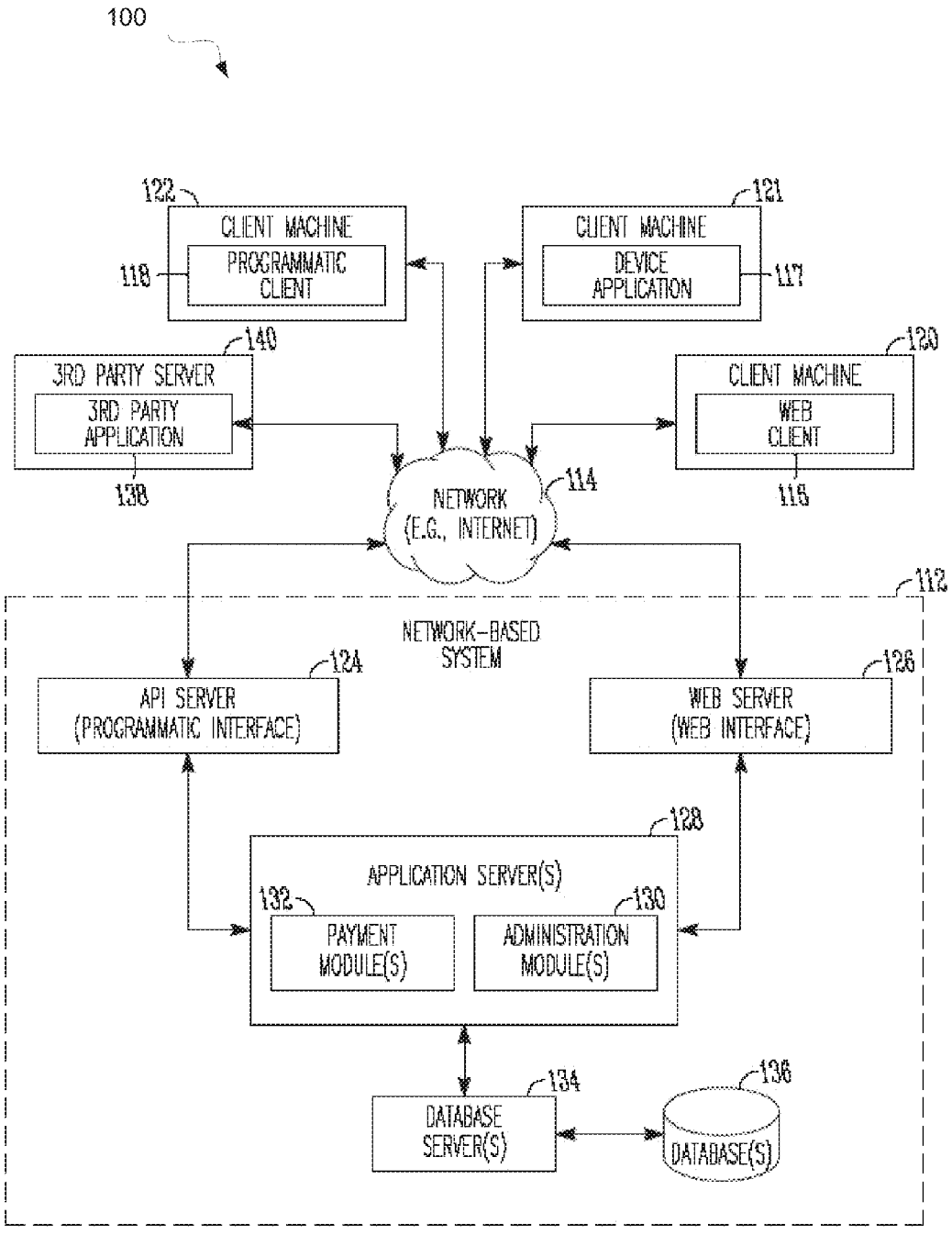
100
122
CLIENT MACHINE
PROGRAMMATIC CLIENT
118
121
CLIENT MACHINE
DEVICE APPLICATION
117
140
3RD PARTY SERVER
3RD PARTY APPLICATION
138
120
CLIENT MACHINE
WEB CLIENT
116
NETWORK (E.G., INTERNET)
114
112
NETWORK-BASED SYSTEM
124
API SERVER (PROGRAMMATIC INTERFACE)
126
WEB SERVER (WEB INTERFACE)
128
APPLICATION SERVER(S)
132
PAYMENT MODULE(S)
130
ADMINISTRATION MODULE(S)
134
DATABASE SERVER(S)
136
DATABASE(S)

FIG. 1A

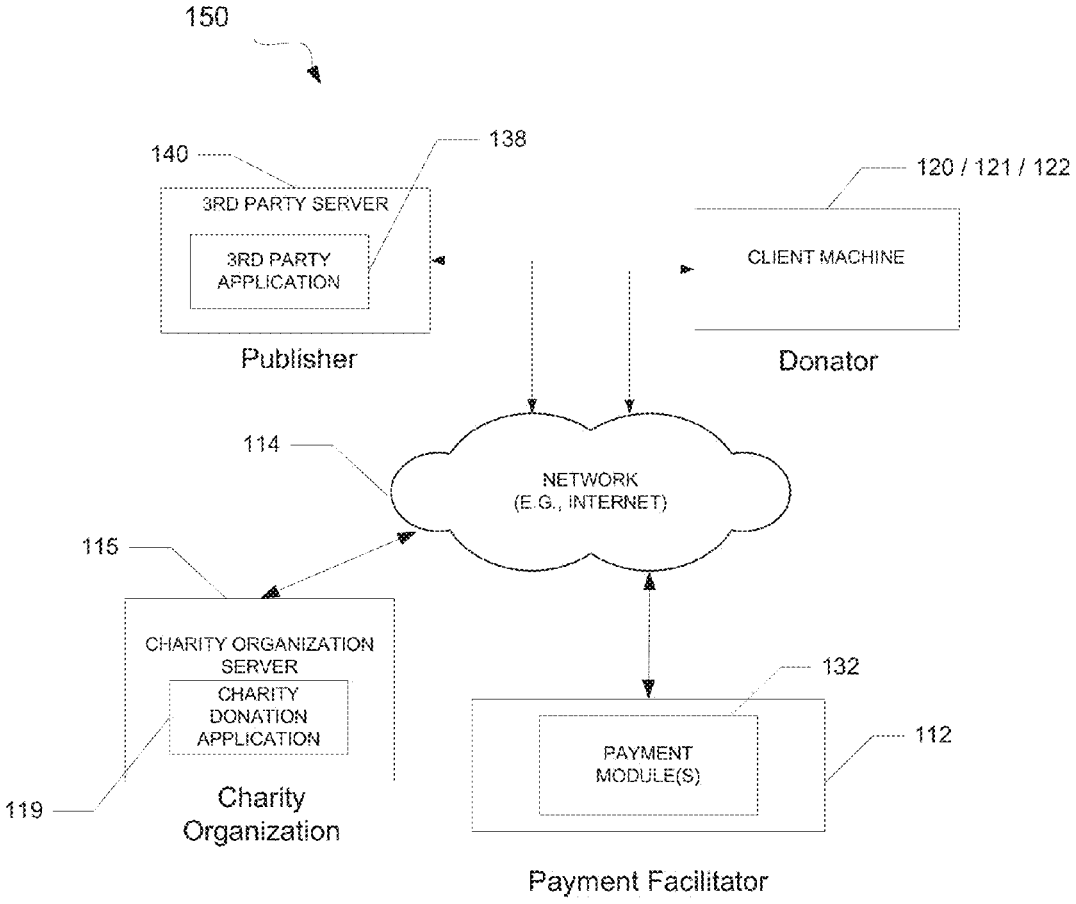
150
140
138
3RD PARTY SERVER
3RD PARTY APPLICATION
Publisher
120 / 121 / 122
CLIENT MACHINE
Donator
114
NETWORK (E.G., INTERNET)
115
CHARITY ORGANIZATION SERVER
CHARITY DONATION APPLICATION
119
Charity Organization
132
PAYMENT MODULE(S)
112
Payment Facilitator

FIG. 1B

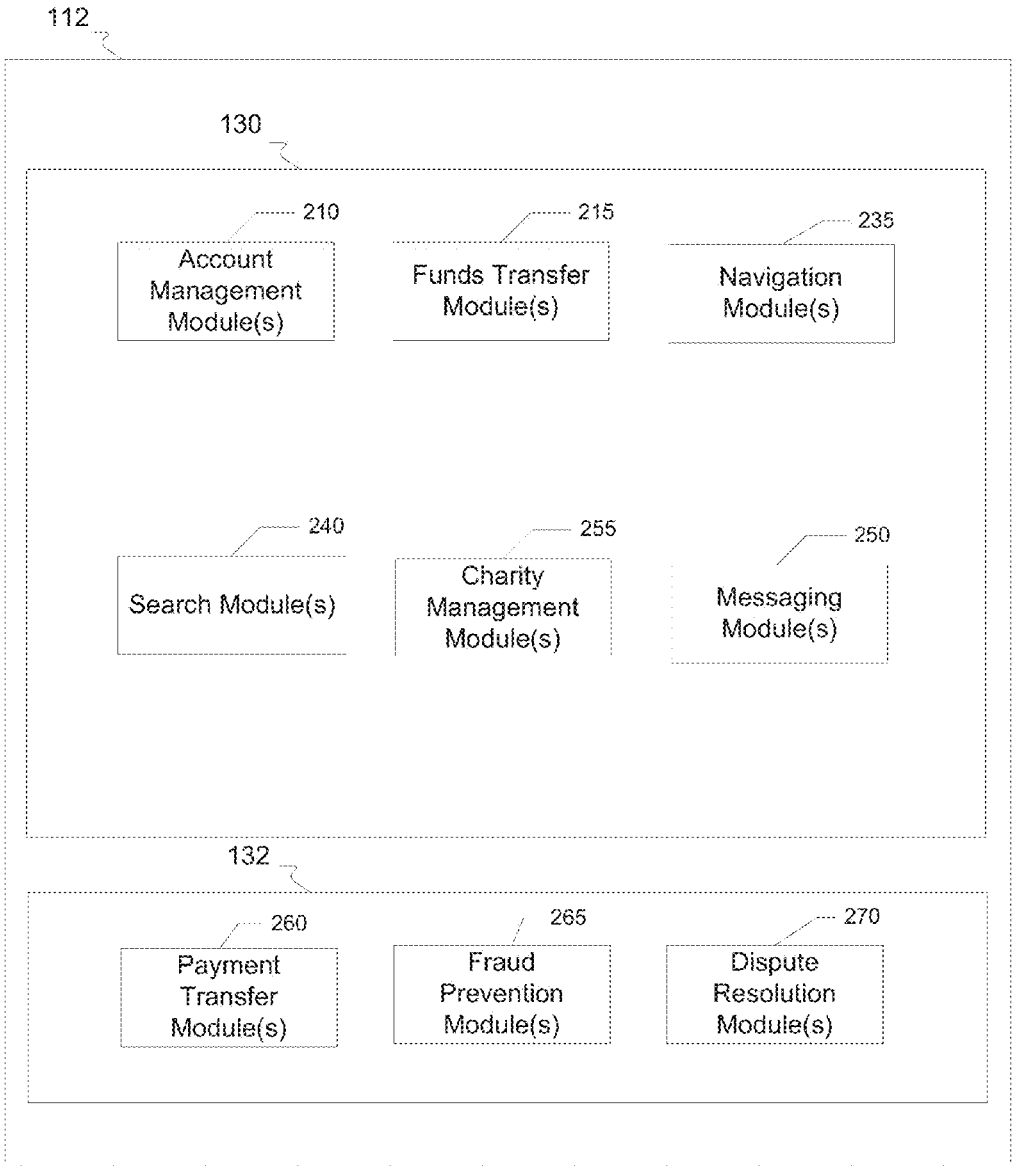
112
130
210
Account Management Module(s)
215
Funds Transfer Module(s)
235
Navigation Module(s)
240
Search Module(s)
255
Charity Management Module(s)
250
Messaging Module(s)
132
260
Payment Transfer Module(s)
265
Fraud Prevention Module(s)
270
Dispute Resolution Module(s)

FIG. 2

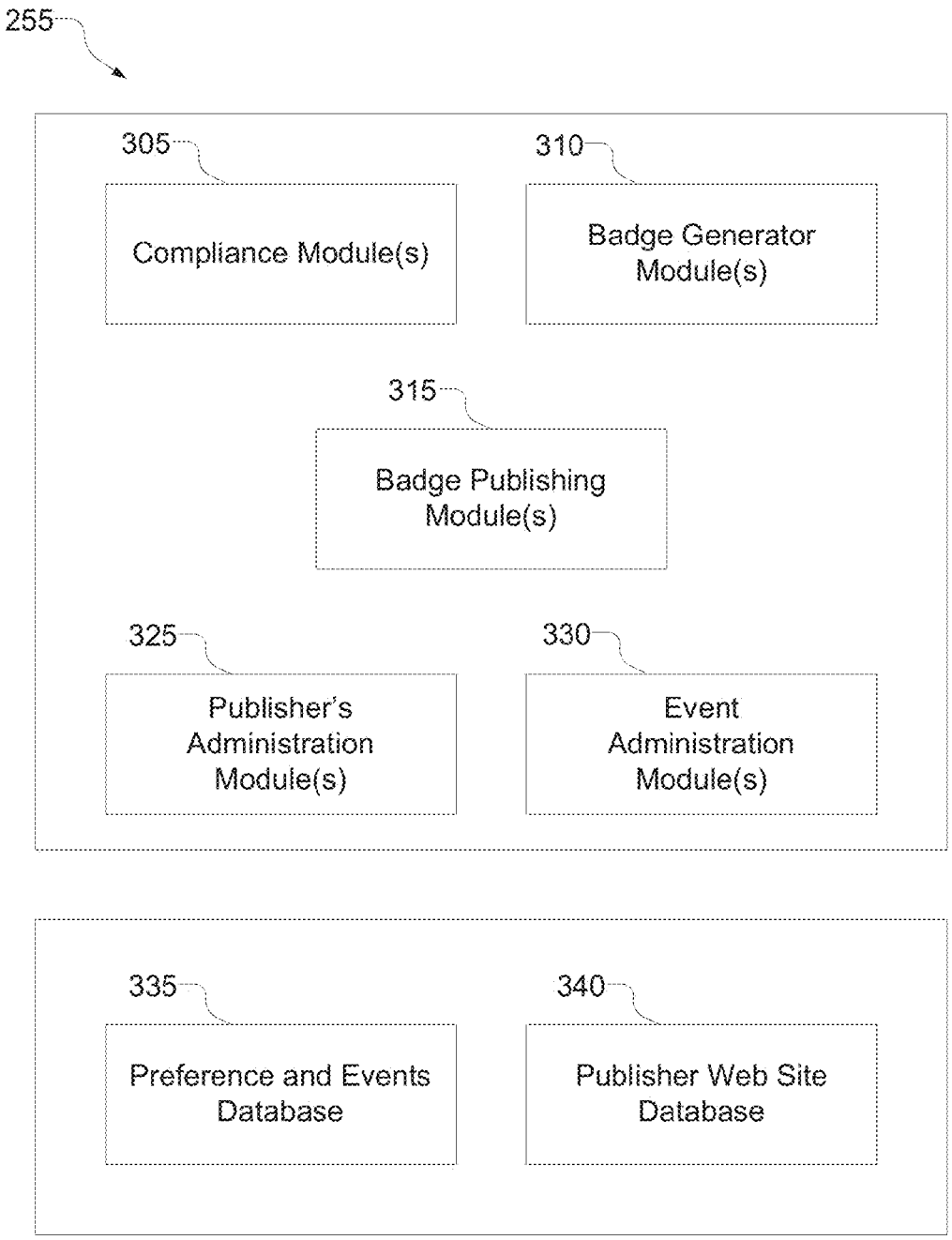
255
305
Compliance Module(s)
310
Badge Generator Module(s)
315
Badge Publishing Module(s)
325
Publisher's Administration Module(s)
330
Event Administration Module(s)
335
Preference and Events Database
340
Publisher Web Site Database

FIG. 3

400
Search
U.S. English
405
What types of causes would you like to support?
Disaster Relief
Seasonal Giving
410
Which charities would you like to support?
Red Cross
Unitas
Salvation Army

FIG. 4A

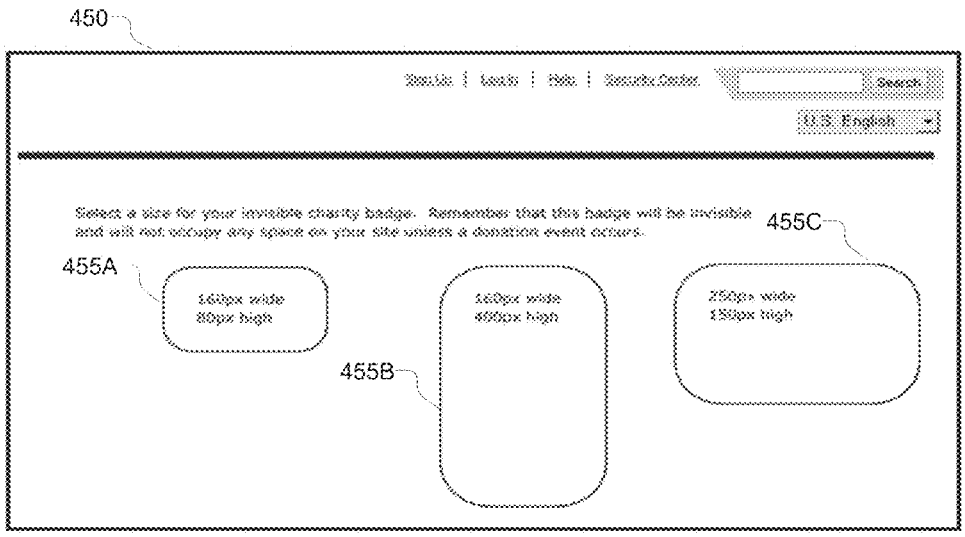

FIG. 4B

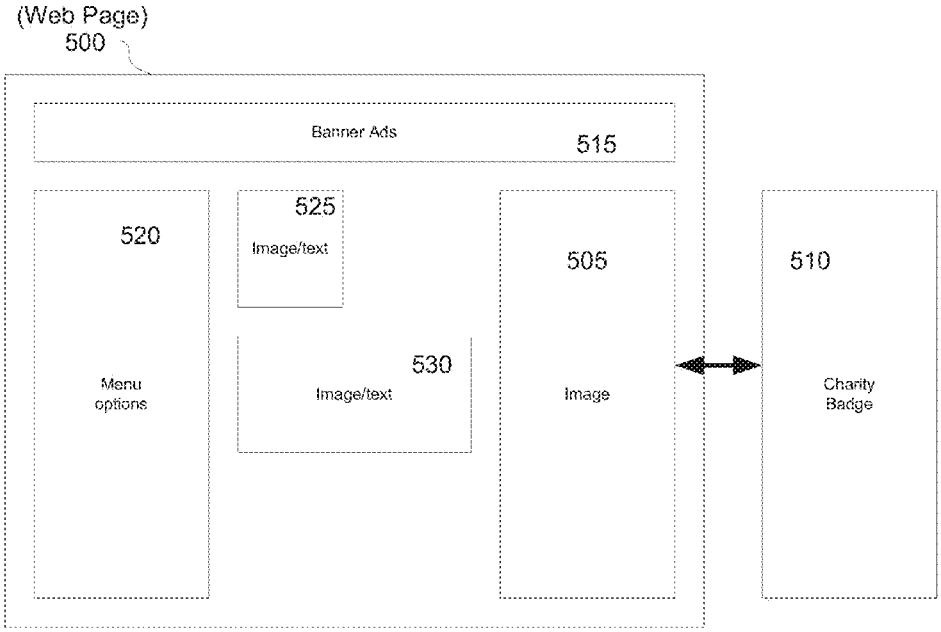
(Web Page)
500
Banner Ads
515
520
525
Image/text
505
510
530
Image/text
Menu options
Image
Charity Badge

FIG. 5A

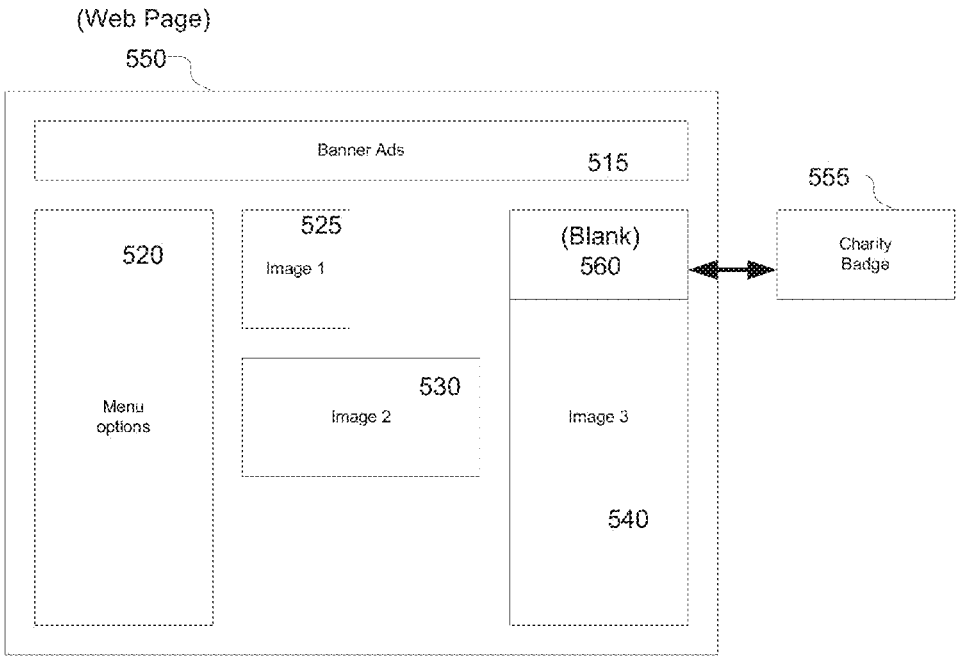
(Web Page)
550
Banner Ads
515
555
520
525
Image 1
(Blank)
560
Charity
Badge
530
Image 2
Image 3
Menu
options
540

FIG. 5B

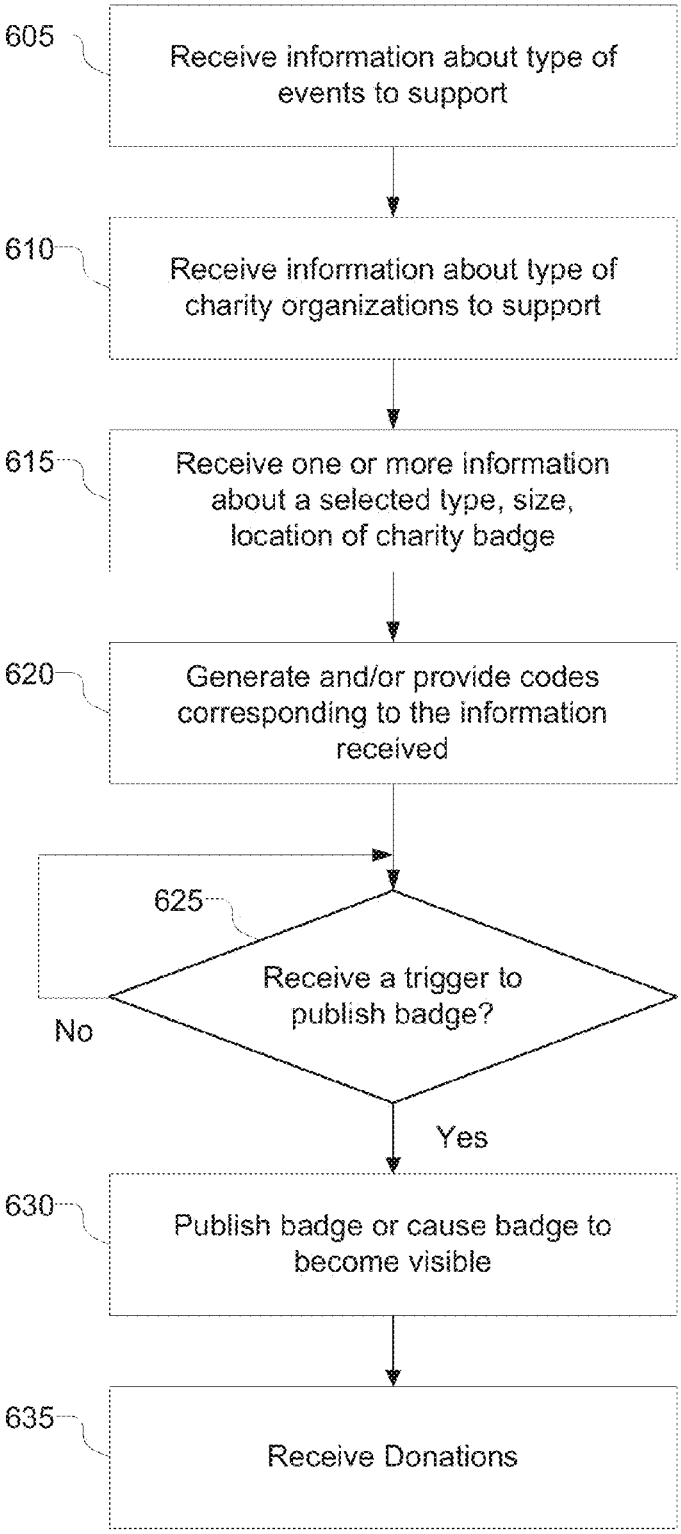
605
Receive information about type of events to support
610
Receive information about type of charity organizations to support
615
Receive one or more information about a selected type, size, location of charity badge
620
Generate and/or provide codes corresponding to the information received
625
Receive a trigger to publish badge?
No
Yes
630
Publish badge or cause badge to become visible
635
Receive Donations

FIG. 6

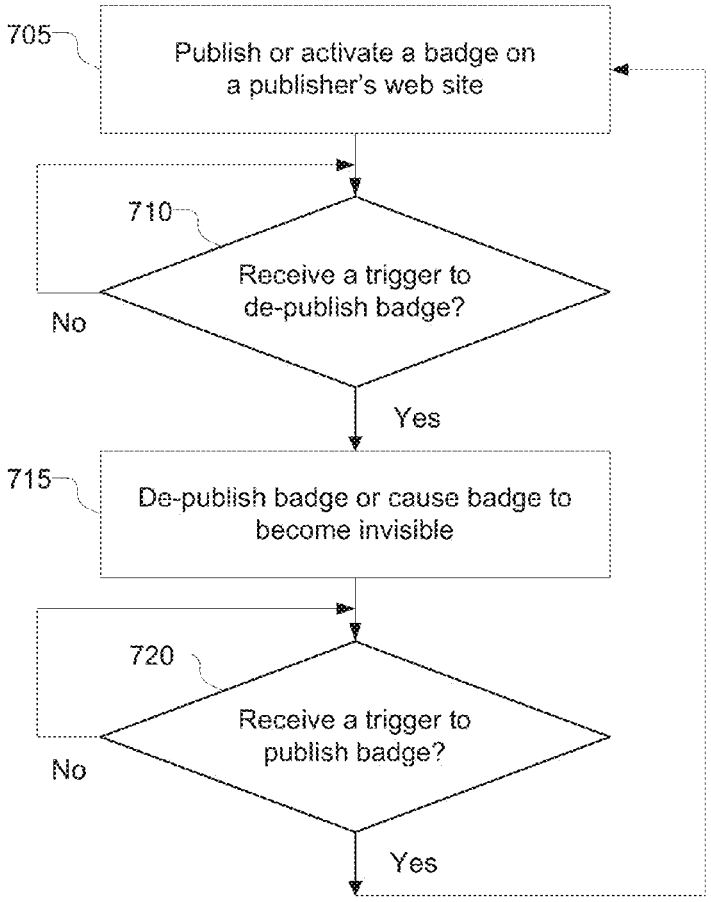
705
Publish or activate a badge on a publisher's web site
710
Receive a trigger to de-publish badge?
No
Yes
715
De-publish badge or cause badge to become invisible
720
Receive a trigger to publish badge?
No
Yes

FIG. 7

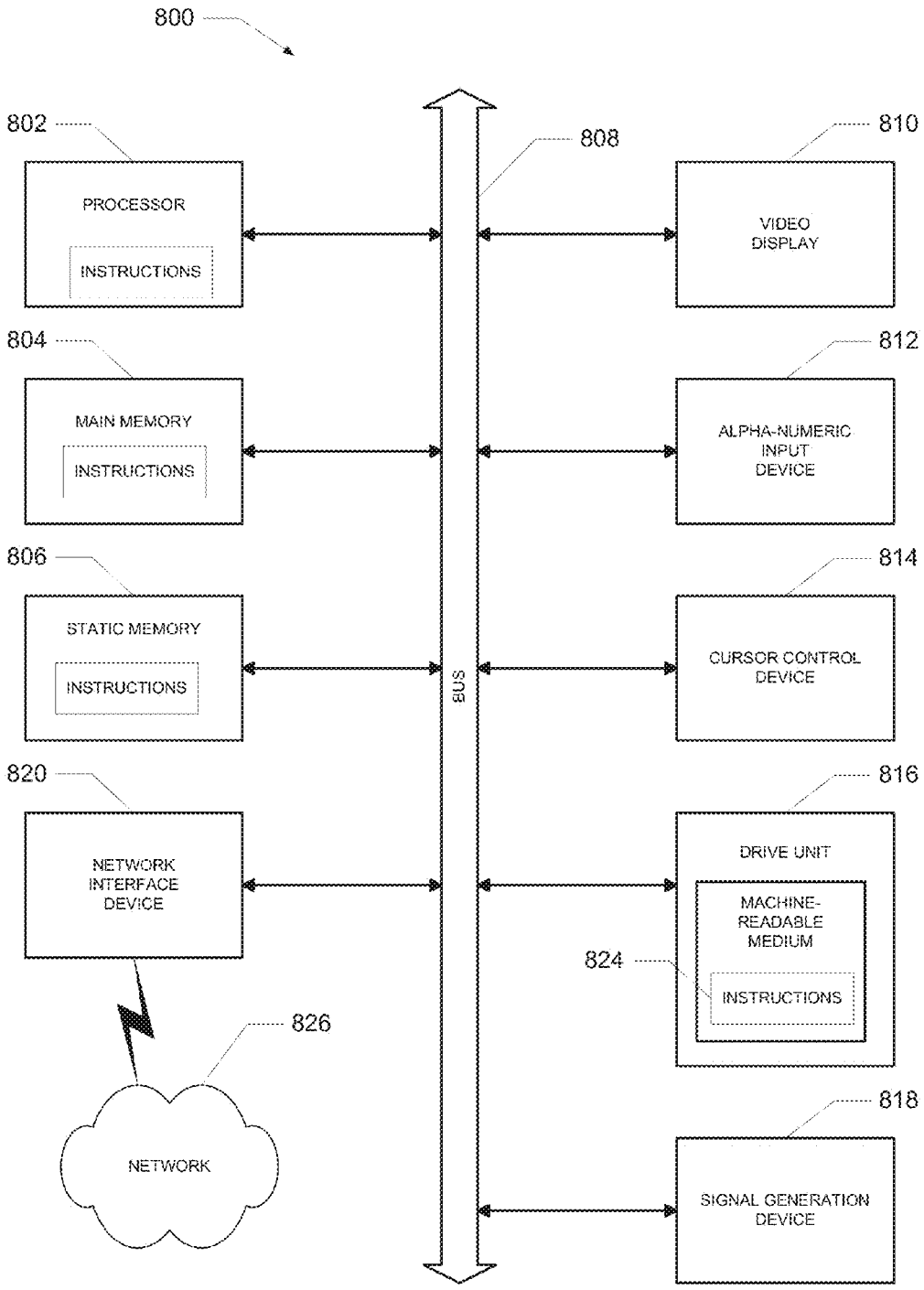
800
802
PROCESSOR
INSTRUCTIONS
804
MAIN MEMORY
INSTRUCTIONS
806
STATIC MEMORY
INSTRUCTIONS
820
NETWORK INTERFACE DEVICE
826
NETWORK
808
BUS
810
VIDEO DISPLAY
812
ALPHA-NUMERIC INPUT DEVICE
814
CURSOR CONTROL DEVICE
816
DRIVE UNIT
MACHINE-READABLE MEDIUM
824
INSTRUCTIONS
818
SIGNAL GENERATION DEVICE

FIGURE 8

METHODS AND SYSTEMS FOR SETTING AND ENABLING IMAGES ON WEB PAGES

CLAIM OF PRIORITY

This application is a continuation of U.S. patent application Ser. No. 12/176,239, filed on Jul. 18, 2008, the benefit of priority of which is claimed hereby, and of which is incorporated by reference herein in its entirety.

TECHNICAL FIELD

The present application relates generally to the technical field of data processing and, in one specific example, to a method and system of conducting payment transactions.

BACKGROUND

When disasters (e.g., hurricane, storm, tsunami, etc.) strike, many establishments set up collection mechanisms to collect donations to support the victims. These mechanisms may include links on web sites to encourage donations electronically. For example, donations may be done via credit cards or via any other forms of monetary transfers including transfers from accounts associated with payment facilitators (e.g., PayPal Inc. of San Jose, Calif.). Unfortunately, when there are people making donations to the victims, there are also scammers that take advantage of the situations. These scammers may fraudulently claim that they collect the donations for the victims. Since the donation levels typically are at their highest immediately after the disasters struck, it is often difficult to quickly verify the scammers or where the donations go during that time. By the time the scams are detected, large amounts of donations have already been misdirected to the scammers and away from the victims.

BRIEF DESCRIPTION OF THE DRAWINGS

Some embodiments are illustrated by way of example and not limitation in the figures of the accompanying drawings in which:

FIGS. **1**A-**1**B illustrates network diagrams depicting a system, according to an example embodiment, having client-server architecture.

FIG. **2** illustrates a block diagram showing application servers, in an example embodiment.

FIG. **3** illustrates a high-level diagram of the charity management module(s), in accordance with some example embodiments.

FIG. **4**A is a diagram that illustrates an example of a user interface that may be used to receive information about a badge to be generated, in accordance with some example embodiments.

FIG. **4**B is a diagram that illustrates an example of a user interface that may be used to receive information about format of a badge to be generated, in accordance with some example embodiments.

FIG. **5**A illustrates an example web page where a badge may be displayed, in accordance with some example embodiments.

FIG. **5**B illustrates another example web page where a charity badge may be displayed, in accordance with some example embodiments.

FIG. **6** illustrates a flow chart that may be used to receive information to generate a charity badge, in accordance with some example embodiments.

FIG. **7** illustrates a flow chart that may be used to manage a published badge, in accordance with some example embodiments.

FIG. **8** illustrates a diagrammatic representation of a machine in the form of a computer system within which a set of instructions, for causing the machine to perform any one or more of the methodologies discussed herein, may be executed, according to an example embodiment.

DETAILED DESCRIPTION

For some example embodiments, methods and system to set up and to enable web-based badges are described. A web-based badge may be set up for a web site. A display area or a frame on a web page of a web site where the web-based badge is to be displayed may be determined. Code to display the web-based badge may be generated. The web-based badge may not be displayed or activated until an event occurs.

In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of example embodiments. It will be evident, however, to one skilled in the art that embodiments of the present invention may be practiced without these specific details.

In example embodiments, a computer system (e.g., a client machine, server machine etc.) configured by an application may constitute a "module" that is configured and operates to perform certain operations as described herein. Accordingly, the term "module" should be understood to encompass a tangible entity, be that an entity that is physically constructed, permanently configured (e.g., hardwired) or temporarily configured (e.g. programmed) to operate in a certain manner and to perform certain operations described herein.

Platform Architecture

FIG. **1**A illustrates a network diagram depicting a system **100** having client-server architecture, according to an example embodiment. A system, in the example form of a network-based system **112**, provides server-side functionality, via a network **114** (e.g., the Internet, a public or private telephone network (wired or wireless), a private wireless network using technologies such as Bluetooth or IEEE 802.11x or other networks) to one or more clients. FIG. **1**A illustrates, for example, a web client **116** (e.g., a browser, such as the INTERNET EXPLORER® browser developed by MICROSOFT®) executing on client machine **120**. A device application **117** may execute on a client machine **121**. A programmatic client **118** may execute on client machine **122**. Each of the client machines **120-122** may be referred to as a network-based machine. Further, while the system **100** shown in FIG. **1**A employs client-server architecture, embodiments are of course not limited to such an architecture, and could equally well find applications in a distributed, or peer-to-peer, architecture system.

The client machines **120-122**, may include a mobile device, a palmtop computer, a laptop computer, a desktop computer, a personal digital assistant, a cellular telephone, a communications device, a wireless telephone, a land-line telephone, a control system, a camera, a scanner, a television, television cable, a telephone with a web browser, a facsimile machine, a printer, a pager, and/or a personal trusted device. The client machines **120-122** may include a card, such as a smart card, a magnetic card, and/or a key card. The client machines **120-122** may include a telephone or any device capable of Short Messaging Service (SMS)

messaging, multimedia messaging service (MMS) messaging and/or generating audio tones, such as dual-tone multi-frequency (DTMF) tones.

The client machines **120-122** may be browser-enabled. The client machines **120-122** may engage in an interactive message and/or open communication session, such as SMS, electronic mail, Extensible Hypertext Markup Language (xHTML), Wireless Application Protocol (WAP), web, interactive voice response (IVR) and/or other mobile interfaces. The communication session between the client machines **120-122** and the network-based system **112** may involve multiple technology modalities. For example, a user of the client machines **120**, **121** or **122** may engage the network-based system **112** via SMS and receive a responsive communication as an SMS with an embedded hyperlinked URL directing the client machines **120**, **121**, or **122** to a WAP or web page. A hyperlinked URL may be delivered directly to the client machines **120-122** from the application server(s) **128** and may be used to access a web site or a micro-browser, such as a WAP site. The client machines **120-122** may enable mobile videophone communications, digital television signals, and/or digital radio signals. The client machines **120-122** may include a receiver to receive near field communications.

Turning specifically to the network-based system **112**, an Application Program Interface (API) server **124**, and a web server **126** may be coupled to, and may provide programmatic interface and web interface to one or more application servers **128**. The client machines **120-122** may use one or more of these interfaces to access the application server(s) **128**.

For example, the web client **116** may access the application server(s) **128** via a web interface supported by the web server **126**. The web interface may include a web browser or any micro-browser, such as xHTML or WAP. Similarly, the programmatic client **118** may access the various services and functions provided by the application server(s) **128** via the programmatic interface provided by the API server **124** and/or via the web interface provided by the web server **126**. For an additional embodiment, an application supported by one or more applications of the application server(s) **128** may be downloadable to the client machines **120-122**.

The client machines **120-122** may host the interface associated with the one or more applications of the application server(s) **128**. The interface on the client machines **120-122** may be an API interface, an SMS interface, a web interface, and/or an IVR interface. Consumer wireless device platforms, such as Java 2 Platform Micro Edition (J2ME), J2SE and J2EE allow developers to use Java and a wireless toolkit to create applications and programs for the client machines **120-122**. The J2ME interface may include an API for the client machines **120-122**. The application of the programmatic client **118** may also access the network **114** using, for example, Binary Runtime Environment for Wireless (BREW).

The device application **117** executed on the client machine **121** may access the application server(s) **128** via the web interface of the web server **126**. The device application **117** may be selected on the client machine **121** and launched in a background. The device application **117** may additionally or alternatively access the server(s) **128** via the programmatic interface of the API server **124**. In an embodiment, the downloaded application described herein may include the device application **117**.

The application server(s) **128** may host one or more administration module(s) **130** and one or more payment module(s) **132**. The application server(s) **128** are, in turn, shown to be coupled to one or more database servers **134** that facilitate access to one or more databases **136**. The account administration module(s) **130** may provide for administration of various accounts, as discussed in more detail herein.

A third party application **138** executing on a third party server **140** may offer goods and services to users of the client machines **120-122**. The third party application **138** may have programmatic access to the network-based system **112** via the programmatic interface provided by the API server **124**. The third party application **138** may be associated with a vendor, a merchant, or any organizations that may conduct transactions with the users of the client machines **120-122**. For some example embodiments, the third party application **138** may be associated with an online marketplace (e.g., eBay, Inc. of San Jose, Calif.).

The payment module(s) **132** may provide a number of payment services and functions to the users of the client machines **120-122**. The payment module(s) **132** may allow the users to accumulate value (e.g., in a commercial currency, such as the U.S. dollar, or a proprietary currency, such as "points") in accounts, and then later to redeem the accumulated value via several possible avenues. The payment module(s) **132** may also extend credit to a user and/or may also have access to other funding sources to complete transactions. Examples of the funding sources include a credit card, a bank account, and/or a credit line. The payment module(s) **132** may operate as a money transmitter.

A third party associated with the third party application **138** may conduct transactions with a user and may receive information from the payment module(s) **132**. The information may include information regarding an order for a product, a service, a gift, a donation, etc. The information may also include shipment address specified by the user and payment status including payment confirmation. The payment module(s) **132** may secure financial information of the user with respect to the third party.

The client machine **120**, **121**, or **122** may host the interface associated with the payment module(s) **132** of the application server(s) **128**. The web client **116**, the device application **117**, and/or the programmatic client **118** may be associated with the account management module(s) **130** and/or the payment module(s) **132**.

The payment module(s) **132** may also be implemented as a standalone software program, which does not necessarily have networking capabilities. For this embodiment, the client machines **120-122** may be directly connected to the payment module(s) **132**, without using the network **114**.

The payment module(s) **132** may have access to the database **136** which may be coupled to database server(s) **134**. The database **136** may include user account information. The user account information may include payment information, credit card information, checking account information, address information, etc.

The web client **116**, the device application **117**, and/or the programmatic client **118** may operate a program supported by the one or more database server(s) **134**. The database server(s) **134** may support one or more account information links on a user interface of the client machines **120-122**, for example, using the web client **116**. By accessing the database server(s) **134**, the user may add, amend or delete own account information including, for example, shipment address, payment method, etc.

The network **114** may include a mobile telephone network, a wireless wide area network (WWAN), a wired telephone network, a wireless local area network (wireless LAN or WLAN), a wireless Metropolitan Area Network

(MAN), and/or a wireless personal area network (PAN) (e.g., a Bluetooth® network). Other network-based technologies that may be used to connect include PON, VSAT satellite, Micro-impulse Radar, Radio Frequency identification (RFID), Ultra-Wide Band, and/or Infrared. The client machines **120-122** may connect to the web using mobile interact exchange protocol such as, for example, Wireless Application Protocol (WAP) and/or Hypertext Transport Protocol (HTTP).

FIG. **1**B illustrates another network diagram depicting a system **150**, according to an example embodiment. The system **150** may be similar to the system **100** except for the addition of a charity organization server **115**. The network **114** may allow the client machines **120-122** to communicate with the third party server **140** (e.g., a vendor/merchant server) and/or a charity organization server **115**. The network **114** may also allow the client machines **120-122** to communicate with the application server(s) **128** of the network-based system **112**. The charity organization server **115** may communicate with one or more of the application server(s) **128**, the third party server **140**, and the client machines **120-122**. The charity donation application **119** may process donations received from the users via one or more of the third party server **140**, the application server(s) **128**, and the client machines **120-122**. The charity organization server **115** may be associated with a charity organization such as, for example, the American Red Cross®.

For some example embodiments, a web site associated with the third party server **140** may include one or more web pages that display a web-based badge. A merchant, vendor or organization associated with the third party server **140** may also be referred to as a publisher. A user using one of the client machines **120-122** may see a web-based badge displayed on a webpage of the publisher and may initiate certain transactions as a result of having seen the web-based badge. For some example embodiments, a web-based badge may be a charity badge. The charity badge may be displayed when a disaster event occurs. For some example embodiments, the transactions initiated by the users may include donation transactions. The donations may be made to a charity organization associated with the charity badge.

For some example embodiments, donations may be made by selecting the charity badge. This may be accomplished by, for example, placing a cursor control pointer in or near a vicinity of the charity badge and selecting or pressing a button associated with the cursor control pointer. This may cause a transfer of funds in any currency to the charity organization via the services of the application server(s) **128** and the network **114**. For some example embodiments, the transfer funds may require payment authorization by the user.

For some example embodiments, the publishers may collect the donations on behalf of the charity organization. As such, the payment authorization by the user may include authorizing the transfer of funds from an account of the user to an account of the publisher, with both accounts being associated with the payment facilitator **112**. For some example embodiments, instead of having the publisher acting as a middleman, the transfer of funds may be from an account of the user to an account of the charity organization, with both accounts being associated with the payment facilitator **112**.

Application Server(s)

FIG. **2** illustrates a block diagram showing application server(s) **128** that are part of the network-based system **112**, in an example embodiment of the present invention. In this embodiment, the payment module(s) **132** and the administration module(s) **130** may be hosted by the application server(s) **128** of the network-based system **112**.

The administration module(s) **130** illustrated in FIG. **1**A may include account management module(s) **210**, funds transfer module(s) **215**, navigation module(s) **235**, search module **240**, and messaging module(s) **250**. Other modules may also be included.

The account management module(s) **210** may be configured to set up manage, and control accounts for the users. For example, the account management module(s) **210** may enable a user to associate an account with a credit card. The account management module(s) **210** may have access to the database servers **134** to retrieve and to update account information.

The funds transfer module(s) **215** may be configured to transfer funds among the various accounts associated with the users also referred to as account holders). For example, the transfer may be between an account of the user to an account of the third party or an account of the charity organization. The funds transfer module(s) **215** may include verification/approval operations. The verification/approval operations may analyze funds transfer and determine whether approval should be granted. For example, the verification/approval operations may block or limit funds transfer from a user account to an account previously marked as questionable. The verification/approval operations may generate warnings about pending funds transfer and may permit the account holder to override the warnings. The verification/approval operations may communicate with a third party application **138** executing on a third party server **140** to determine if there are any changes to pending transactions. The verification/approval operations may access a database associated with the third party server **140** or associated with the database server(s) **134**.

The navigation module(s) **235** may enable browsing of various products, services, promotions, etc. published via the network-based system **112**. The search module(s) **240** may allow the users to search for various categories that may be classified within the network-based system **112**. Various other navigation modules may be provided to supplement the search and browsing operations.

The messaging modules **250** may be responsible for the generation and delivery of messages to the users and to the third parties of the network-based system **112**. The messages may advise the users regarding the status of transactions associated with the network-based system **112**. The messaging module(s) **250** may use SMS, IVR, email, or any other appropriate messaging module. Access to the messaging module(s) **250** may be granted, limited or restricted with respect to certain account holder as set in parameters defined by the other related account holder.

The payment module(s) **132** illustrated in FIG. **1**A may include a payment transfer module **260**, a fraud prevention module(s) **265**, and/or dispute resolution module(s) **270**.

The payment transfer module(s) **260** may transfer a payment from one of the user accounts discussed herein to the third party via the third party server **140** or to a charity via the charity organization server **115**. The payment transfer module(s) **260** may utilize the approval/verification operations before transferring a payment.

The fraud prevention module(s) **265** may implement various fraud detection and prevention mechanisms to reduce the occurrence of fraud within the network-based system **112**. The fraud prevention module(s) **265** may prevent fraud with respect to the third party and/or the user in relation to any part of the request, payment, information flows and/or request fulfillment. Fraud may occur with

respect to unauthorized use of financial instruments, non-delivery of goods, and abuse of personal information. Fraud may occur with respect to using pretense to set up charity organization for the purpose of illegally collecting donations. Various techniques may be used to implement the fraud prevention module(s) **265** to detect and prevent or reduce fraud. For example, when an IP address associated with a web site that collects donation from United States citizens but is originated from outside the United States may be a sign of fraud.

The dispute resolution module(s) **270** may provide mechanisms whereby disputes arising between transacting parties may be resolved. For example, the dispute resolution modules **270** may provide guided procedures whereby the parties are guided through a number of steps in an attempt to settle a dispute. In the event that the dispute cannot be settled via the guided procedures, the dispute may be escalated to a mediator or arbitrator.

For some example embodiments, the administration module(s) **130** may include a charity management module(s) **255**. The charity management module(s) **255** may perform operations that enable third parties via the third party server(s) **140** to more efficiently enable the users to donate to the charity organizations.

Charity Management Module(s)

FIG. **3** illustrates a high-level diagram of the charity management module(s), in accordance with some example embodiments. For some example embodiments, the charity management module(s) **255** may include compliance module(s) **305**, badge generator module(s) **310**, badge publishing module(s) **315**, donation receipt module(s) **320**, publisher administration module(s) **325**, and event administration module(s) **330**.

The charity management module(s) **255** may have access to a preference and events database **335** and a publisher web site database **340**. The preference and events database **335** and the publisher web site database **340** may be coupled to the database(s) **136** and may be associated with the database server(s) **134**. The publisher web site database **340** may store information about the web sites of the publishers. The preference and events database **335** may store preference information of the publishers.

The compliance module **305** may perform operations to verify identity of the publishers and/or their web sites. For some example embodiments, the publishers may use the payment services of the payment module(s) **132** to conduct financial transactions with the users of the client machines **120-122**. The financial transactions may include donations made by the users to the charity organizations. The compliance module **305** may perform operations to verify identity of the charity organizations to prevent fraud and may completely or partially deny any transfer of funds when fraud is detected. For example, the compliance module **305** may only allow the funds transfer to occur for up to a certain amount.

Determination of compliance may be based on a set of rules. For example, one such rule may require a charity organization to have a physical business address and a contact phone number in the United States. The compliance module **305** may perform operations that report frauds to an enforcement agency.

The badge generator module(s) **310** may perform operations that generate codes or scripts for charity badges. The codes are to be distributed to the publishers for displaying on one or more web pages. For example, the code generated by the badge generator module(s) **310** may include Hypertext Markup Language (HTML) code. The badge generator module(s) **310** may use preset badge size information to generate the code. There may be various badge sizes, and a publisher may indicate a preferred badge size.

Content of a charity badge may be generic or pre-determined and may or may not include information provided by the publishers. A pre-determined content may be, for example, donating to the American Red Cross. The information provided by the publisher may include, for example, name of the publisher for more customization. For example, the charity badge may indicate "Help eBay helps the victims of the Katrina hurricane—Donate to the American Red Cross."

A publisher may indicate names of the charity organizations (e.g., the American Red Cross, the Cancer Society, etc.) that the publisher wants to collect the donations for. Additionally, or alternatively, a publisher may indicate regions (e.g., United States, Asia, China, worldwide, etc.) where events may occur and that the publisher wants to collect the donations for. This may be performed via the publisher's administration module **325** which may provide an interface for the publisher to select event types and/or charity organizations to support. The information may be stored in the preferences and events database **335**. Some examples of recent events include the Tsunami in Asia, the Katrina hurricane in the United States, the earthquakes in China, etc. As an example, a publisher may collect donations for the American Red Cross to help victims of the earthquakes in China.

A publisher may indicate a location on a web page where the charity badge is to be displayed. It may be noted that because the decisions as to the size, placement (and in some situations the content) of the badge are made prior to an event occurs, there may be minimal delay before the charity badge is displayed.

The third party server(s) **140** may be associated with the publishers. For some example embodiments, the codes generated by the badge generator module(s) **310** may be transmitted to the third party server(s) **140** before an event occurs. An advantage of this technique is the readiness of the codes and the ability to display the charity badges with minimal delay. As mentioned above, the sooner a publisher displays a charity badge to collect donations for an event, the more donations may be received. For some example embodiments, the charity code may be installed on a web page associated with a publisher before any events occur. The installed charity codes may not be visible or activated. For some example embodiments, there may be an option to test the display of the charity badge. For example, the publishers may want to see if the charity badge blends with its neighboring images, etc. For some example embodiments, the charity codes may be transmitted and installed shortly after an event occurs. This may allow the charity codes to be updated with information about the event. For example, instead of a charity badge indicating "Donate to the American Red Cross", the charity badge may indicate "Help the victims of the Katrina hurricane, donate to the American Red Cross."

For some example embodiments, the publisher may need to place a snippet of codes on a web page where a charity badge is to be displayed. The snippet may include badge identification information and its height and width information. Following is an example of a snippet:

```
<script
src="http://www.sourcesite.com/?pubid=12345&test=0&height=
```

-continued

```
200&width=160">
</script>
```

The badge publishing module(s) **315** may cause or trigger a charity badge to be displayed on a web page. This may be in response to when a disaster event occurs. The badge publishing module(s) **315** may transmit an activation signal to cause a charity badge to be published (or activated, or become visible). It may be noted that the codes for the charity badge may have been previously transmitted and installed on the web page. It may be noted that the codes may be generated on behalf of multiple publishers (for example, when the codes are for generic charity badges). As such, the activation signal may be transmitted to cause web pages of multiple publishers to display the charity badges. When the codes to display the charity badge have not been previously transmitted, the badge publishing module(s) **315** may transmit and activate the codes shortly after the event occurs.

The event administration module(s) **330** may perform operations that enable an event administrator to specify information or attributes about events when the events occur. The information specified by the event administrator may trigger or activate a charity badge (via the badge publishing module(s) **315**. The attributes may include, for example, type of event (e.g. natural disaster), geography of the event (e.g., Paraguay), and charity organizations that support the event (e.g., the American Red. Cross). The information provided by the event administrator may be stored in the preferences and events database **335**. For some example embodiments, the event administrator may be able to turn off selected events after certain time period, or when it is determined that the event is outdated.

For some example embodiments, the badge publishing module(s) **315** may compare the publisher's preferences (as stored in the preference and events database **335**) and compares those to any events which have been specified by the event administrator. Following the example above, a publisher who has opted into natural disasters anywhere in the globe that are supported by the Red Cross would match the active event that was triggered in the above description. For some example embodiments, when there is no match for a given publisher, then the badge publishing module(s) **315** may transmit neutral or blank content into the script tag that the publisher installed or embedded into their web pages. Following is an example of a neutral script:

```
document.write(' ').
```

For some example embodiments, when the comparison described above results in a match, the badge publishing module(s) **315** may transmit a relevant script for the tag that the publisher installed or embedded into a web page. Following is an example of such a script:

```
document.write("<a
href='http://charitybadge.paypallabs.com/?eventid=1234'><img
src='http://charitybadge.paypallabs.com/charitybadge1234.gif'>
</a>").
```

It may be noted that the scripts described herein are examples and used for illustrative purposes only. For some example embodiments, the script may be developed as a flash widget installed onto the publisher's web page. The script may result in a charity badge appearing on the publisher's web site whenever a qualifying donation event occurs. Note that this type of service may be rendered through image tags or script tags.

Example User Interface

FIG. **4**A is a diagram that illustrates an example of a user interface that may be used to receive information about a charity badge, in accordance with some example embodiments. Interface **400** may be associated with the publisher's administration module **325**. The interface **400** may include event type input area **405** and charity organization input area **410**. Although the interface **400** illustrates selection by check boxes, other techniques of displaying and enabling the selections (e.g., pull down list, radio buttons, free-form textual input, etc.) may also be used. For some example embodiments, the payment module(s) **312** (illustrated in FIG. **2**) may be configured to recognize the charity organizations listed in the charity organization input area **410** so that donations (e.g., monetary donations) may be directed to these charity organizations. It may be necessary for these charity organizations to be account holders of the payment facilitator associated with the payment module(s) **312**.

FIG. **4**B is a diagram that illustrates an example of a user interface that may be used to receive information about format of a charity badge, in accordance with some example embodiments. The format of a charity badge may include, for example, its width and height in pixels. In the current example, there may be three different formats **455**A-**455**C that a publisher may select. The number of formats may vary depending on the implementations. As mentioned above, selecting a format for a charity badge may not necessarily cause a charity badge to be displayed. An event may need to occur to trigger the selected charity badge to be displayed.

Example Web Page

FIG. **5**A illustrates an example web page where a charity badge may be displayed, in accordance with some example embodiments. Web page **500** may be associated with a web site of a publisher. In the current example, the publisher may be associated with an online store or marketplace. The web page **500** may include graphics and text information. For example, there may be a banner advertisement **515**, a left column **520** to display menu options, and image and/or text frames **525**, **530**.

Also illustrated in FIG. **5**A is a charity badge **510** which may be placed in the right column of the web page **500** where image **505** is currently occupying. For some example embodiments, when the charity badge **510** is not triggered or activated (and thus not visible), the image **505** may be visible. The image **505** may be associated with a product, or it may be associated with an advertisement. When an event occurs, the charity badge **510** is activated, and the image **505** is replaced by the charity badge **510**. Different techniques may be used to activate the charity badge **510**.

FIG. **5**B illustrates another example web page where a charity badge may be displayed, in accordance with some example embodiments. Web page **550** may be mostly similar to the web page **500** except for the area where the charity badge **555** is displayed. In this example, the web page **500** may leave the area **500** blank when the charity badge **555** is not activated. For some example embodiments, the charity badge **555** may be displayed and expanded into the web page **500**. In this scenario, it may not be necessary to have the area **500** blank. For example, when the charity badge **555** is displayed in a column on the right side of the web page **500**, all other information currently in the column may be shifted (e.g., downward).

For some example embodiments, the charity badge **510** of FIG. **5**A and **555** of FIG. **5**B may become inactivated and invisible sometimes after the associated event occurs. This

may be based on a predetermined period of time and/or this may be based on request of the publisher.

Flowcharts

FIG. **6** illustrates a flow chart that may be used to receive information to generate a charity badge, in accordance with some example embodiments. The process may start at block **605** where the information about type of events to support may be received. At block **610**, information about the types of charities to support may be received. For example, the type of events and the type of charity information may be received via the publisher's administration module(s) **325**. The type of events and the type of charity information may be stored in the preference and events database **335**. The publisher may also specify information about the publisher's web site. This information may be stored in the publisher web site database **340**.

At block **615**, information about the format of a charity badge may be received. This may include location information, size information, and type of events supported. The information may be received via the publisher's administration module **325**. At block **620**, the codes or scripts for a charity badge is generated. The codes may be generated by the badge generator module(s) **310**.

At block **625**, it is determined whether a trigger is received. The trigger may be associated with an occurrence of an event. For example, the event may be a disaster event. Information about the disaster event may be entered via the event administration module(s) **330**.

When there is no trigger, the charity badge may not be published. When there is a trigger, the process may flow from block **625** to block **630** where the charity badge may be published or caused to become visible. For example, the charity badge may be published by the badge publishing module(s) **315**. At block **635**, donations may be received. For example, the donations may be received via the payment module(s) **132**.

FIG. **7** illustrates a flow chart that may be used to manage a visible charity badge, in accordance with some example embodiments. At block **705**, when an event occurs, a charity badge may be activated and displayed in a publisher's web page. At block **710**, it is determined if a trigger is received to de-activate the charity badge or to make the badge invisible. For example, when the charity badge is associated with a disaster event, it may be appropriate to remove the charity badge sometimes after the event occurs. Removing the charity badge may include causing the charity badge to become invisible (or not visible). For some example embodiments, the trigger may be associated with a predetermined time period after an event occurs. For some example embodiments, the trigger may be determined by the publisher or an event administrator. When the trigger is received, the process may flow to block **715** where the badge may be de-activated.

At block **720**, it is determined whether a trigger signal to activate the charity badge is received. If the trigger signal is received, the process may flow to block **705** where the charity badge is activated. If the trigger signal is not received, the process may end. In the current example, the process is illustrated as remaining in block **720** to continue to wait for the trigger signal to activate the charity badge.

Platform Architecture

FIG. **8** is a diagram that illustrates an example of a computer system, in accordance with some example embodiments. Computer system **800** may include a set of instructions to be executed. The set of instructions may cause the computer system **800** to automatically perform any one or more of the methodologies discussed herein. In alternative example embodiments, the computer system **800** may operate as a standalone computer system or may be connected (e.g., network) to other computer systems. In a network deployment, the computer system **800** may operate in the capacity of a server or a client system in server-client network environment, or as a peer computer system in a peer-to-peer (or distributed) network environment. The computer system **800** may be a personal computer (PC), a tablet PC, a set-top box (STB), a Personal Digital Assistant (PDA), a cellular telephone, a mobile device, a palmtop computer, a laptop computer, a desktop computer, a personal digital assistant, a communications device, a wireless telephone, a land-line telephone, a control system, a camera, a scanner, a facsimile machine, a printer, a television, television cable a pager, a personal trusted device, a web appliance, a network router, switch or bridge, or any machine capable of executing a set of instructions (sequential or otherwise) that specify actions to be taken by that computer system.

Further, while a single computer system is illustrated, the term "system" shall also be taken to include any collection of systems that individually or jointly execute a set (or multiple sets) of electronically-coded instructions to perform any one or more of the methodologies discussed herein.

The example computer system **800** includes a processor **802** (e.g., a central processing unit (CPU), a graphics processing unit (CPU), or both), a main memory **804** and a static memory **806**, which communicate with each other via a bus **808**. The computer system **800** may further include a video display unit **810** (e.g., liquid crystals display (LCD) or a cathode ray tube (CRT)). The computer system **800** also includes an input device **812** (e.g., a keyboard), a cursor control device **814** (e.g., a mouse), a disk drive unit **816**, a signal generation device **818** (e.g., a speaker) and a network interface device **820**.

The disk drive unit **816** includes a machine-readable medium **822** on which is stored one or more sets of electronically-coded instructions (e.g., software **824**) embodying any one or more of the methodologies or functions described herein. The instructions **824** may also reside, completely or at least partially, within the main memory **804**, the static memory **806**, and/or within the processor **802** during execution thereof by the computer system **800**. The main memory **804** and the processor **802** also may constitute machine-readable media.

The instructions **824** may further be transmitted or received over a network **826** via the network interface device **820**.

Applications that may include the apparatus and systems of various embodiments broadly include a variety of electronic and computer systems. Some embodiments implement functions in two or more specific interconnected hardware modules or devices with related control and data signals communicated between and through the modules, or as portions of an application-specific integrated circuit. Thus, the example system is applicable to software, firmware, and hardware implementations.

While the machine-readable medium **822** is shown in an example embodiment to be a single medium, the term "machine-readable medium" should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, and/or associated caches and servers) that store the one or more sets of instructions. The term "machine-readable medium" shall also be taken to include any medium that is capable of storing, encoding or carrying a set of instructions for execution by the machine and that

cause the machine to perform any one or more of the methodologies of the present invention. The term "machine-readable medium" shall accordingly be taken to include, but not be limited to, solid-state memories, optical and magnetic media, and carrier wave signals.

The illustrations of embodiments described herein are intended to provide a general understanding of the structure of various embodiments, and they are not intended to serve as a complete description of all the elements and features of apparatus and systems that might make use of the structures described herein. Many other embodiments will be apparent to those of skill in the art upon reviewing the above description. Other embodiments may be utilized and derived therefrom, such that structural and logical substitutions and changes may be made without departing from the scope of this disclosure. FIGS. **1** to **8** are merely representational and may not be drawn to scale. Certain proportions thereof may be exaggerated, while others may be minimized.

Techniques for generating and activating charity badges have been described. An advantage of the techniques is the quick activation or publishing of the charity badge to take advantage of the anticipated high levels of donations right after the disaster events. It is not necessary to scramble to set up the charity badges after a disaster event occurs. It is anticipated that the publishers of web sites that react quickly tend to reap the highest public relation benefit. Another advantage of the techniques described herein is the ability to verify compliance of the receiving charity organizations or the publishers that claim to collect donations for the victims. This may significantly reduce the misdirection of the donations to the scammers. It may be noted that although the descriptions refer to badges for charity donations, the description may be applicable to badges used for different purposes.

The description includes terms, such as "up", "down", "upper", "lower", "first", "second", etc. that are used for descriptive purposes only and are not to be construed as limiting. The elements, materials, geometries, dimensions, and sequence of operations may all be varied to suit particular applications. Parts of some embodiments may be included in, or substituted for, those of other embodiments. While the examples of dimensions and ranges are considered typical, the various embodiments are not limited to such dimensions or ranges.

Although the present invention has been described with reference to specific example embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the invention. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

1. A tangible machine-readable storage medium not having any transitory components, the tangible machine-readable storage medium storing instructions which, when executed by the at least one processor of a machine, cause the machine to perform operations comprising:

receiving, from a publisher, attributes of a future event external to a web site of the publisher that triggers display of an image that corresponds to the future event based on an occurrence of the future event, the future event external to the web site comprising an event not initiated by a user interacting with the web page on a device of the user;

receiving information regarding a format for the image;

generating, prior to the occurrence of the future event, code for the image to be displayed on a web page of the web site associated with the publisher, the code generated using the information regarding the format for the image;

providing the code to the publisher for embedding in the web page prior to the occurrence of the future event;

receiving, via an event administration module, attributes of an event external to the web site that has occurred; and

based on the attributes of the event that has occurred matching the attributes received from the publisher, transmitting an activation signal to cause the code embedded in the web page to display the image on the web page.

2. The tangible machine-readable storage medium of claim **1**, wherein the information regarding the format for the image comprises a specific location on the web page where the image is to be displayed.

3. The tangible machine-readable storage medium of claim **1**, wherein the information regarding the format comprises size information that indicates a specific size of the image to be displayed on the web page.

4. The tangible machine-readable storage medium of claim **1**, wherein the providing the code to the publisher comprises causing the code for the image to be embedded in, but not visible on, the web page at a specific location on the web page where the image is to be displayed.

5. The tangible machine-readable storage medium of claim **4**, wherein the image is caused to be displayed on the web page at the specific location.

6. The tangible machine-readable storage medium of claim **1**, wherein the operations further comprise storing the attributes received from the publisher as publisher preferences that trigger activation of the embedded code.

7. The tangible machine-readable storage medium of claim **1**, wherein the attributes of the event comprise a type of event, a geography of the event, or an organization that supports the event.

8. A method comprising:

receiving, from a publisher, attributes of a future event external to a web site of the publisher that triggers display of an image that corresponds to the future event based on an occurrence of the future event, the future event external to the web site comprising an event not initiated by a user interacting with the web page on a device of the user;

receiving information regarding a format for the image;

generating, prior to the occurrence of the future event, code for the image to be displayed on a web page of the web site associated with the publisher, the code generated using the information regarding the format for the image, the generating performed by a hardware processor;

providing the code to the publisher for embedding in the web page prior to the occurrence of the future event;

receiving, via an event administration module, attributes of an event external to the web site that has occurred; and

based on the attributes of the event that has occurred matching the attributes received from the publisher, transmitting an activation signal to cause the code embedded in the web page to display the image on the web page.

9. The method of claim **8**, wherein the information regarding the format for the image comprises a specific location on the web page where the image is to be displayed.

10. The method of claim 8, wherein the information regarding the format comprises size information that indicates a specific size of the image to be displayed on the web page.

11. The method of claim 8, wherein the providing the code to the publisher comprises causing the code for the image to be embedded in, but not visible on, the web page at a specific location on the web page where the image is to be displayed.

12. The method of claim 11, wherein the image is caused to be displayed on the web page at the specific location.

13. The method of claim 8, further comprising storing the attributes received from the publisher as publisher preferences that trigger activation of the embedded code.

14. The method of claim 8, wherein the attributes of the event comprise a type of event, a geography of the event, or an organization that supports the event.

15. A system comprising:

a publisher administration module configured to receive, from a publisher, attributes of a future event external to a web site of a publisher that triggers display of an image that corresponds to the future event based on an occurrence of the future event, the future event external to the web site comprising an event not initiated by a user interacting with the web page on a device of the user;

a generator module configured to generate, prior to the occurrence of the future event, code for the image to be displayed on a web page of the web site associated with the publisher, the code generated using information regarding a format for the image received from the publisher, the code provided to the publisher for embedding in the web page prior to the occurrence of the future event;

an event administration module configured to receive attributes of an event external to the web site that has occurred; and

a publishing module, comprising a hardware processor, configured to, based on the attributes of the event that has occurred matching the attributes received from the publisher, transmit an activation signal to cause the code embedded in the web page to display the image on the web page.

16. The system of claim 15, wherein the information regarding the format for the image comprises a specific location on the web page where the image is to be displayed.

17. The system of claim 15, wherein the information regarding the format comprises size information that indicates a specific size of the image to be displayed on the web page.

18. The system of claim 15, wherein the code for the image are embedded in, but not visible on, the web page at a specific location on the web page where the image is to be displayed.

19. The system of claim 18, wherein the image is caused to be displayed on the web page at the specific location.

20. The system of claim 15, wherein the attributes of the event comprise a type of event, a geography of the event, or an organization that supports the event.

* * * * *